

Power up for Purple

DATE: Sunday, August 17, 2025
LOCATION: Green Bay, Wisconsin, US

Event Description

Power up for Purple is a premier sports event in Green Bay. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports
Importance Rank: 31/100
Expected Attendance: 112 people
Event ID: BDmRzNbJPNBNAoksBU

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 45 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.
